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*"What did that field of  
oats make, John?"*

John tells Sam  
how he makes  
more money on



**WHEAT**

**OATS and BARLEY**

# "WHAT DID THAT FIELD OF OATS MAKE, JOHN?"



"Well, Sam, it made 2080 bushels! If my figuring is right, that's just 52 bushels per acre."

"Fifty-two bushels, hey? That's a mighty good yield of oats for a year like this. It hustled mine to make 40 bushels."

"Is that so? What variety are they—Gophers?"

"Sure—same as yours. My land will grow just as much corn as yours, but when it comes to wheat, oats, or barley, you always get more than I do. I just can't figure it out."

"Well, I don't know either, Sam. Did you clean your seed?"

"Sure, always do that. It pays to plant good seed instead of light, chaffy stuff."

"How about treating? What did you treat with?"

"I didn't treat them at all. There wasn't much smut last year and I just figured that was one way I could cut expenses."

"Sam, I think you're wrong there, and I'll bet that's one reason why my yield was 52 bushels while yours was only 40."

"Well, there might be something to that. What did you treat with?"

"Why, I used this *New Improved Ceresan* that they're selling at the Corner Store. It costs less than 2 cents a bushel and that means only a nickel an acre for oats. I'd give a nickel any time to increase my yield of oats 5 to 10 bushels per acre, wouldn't you?"

"Course, anybody would, but how do you know *New Improved Ceresan* did increase your yield?"

"Because I've seen several tests and I've talked to the men at the State College. Treating the seed with *New Improved Ceresan* often increases the yield 10 to 20 per cent. And, besides that, I've planted treated and untreated seed side by side right on my own farm. I did that last year over on that northwest forty and I could see the difference in the stand just by walking through it."

"That sounds pretty good, but how do you put that dust on the seed—isn't that a lot of trouble?"

"No, no trouble at all. I have one of those rotary seed treaters the college recommends, but you can put it on with

a scoop shovel just as well. It's best to let the treated seed stand 24 hours before sowing. That kills the smut."

"That reminds me, I did have some smut in my oats this year. We noticed it when we threshed. Is this *New Improved Ceresan* pretty good to hold down the smut?"

"It sure is, Sam. That's why so many certified seed growers and seed dealers treat all their seed oats, wheat, and barley with it. They can't afford to have even a little smut show up."

"Well, I don't grow any barley, but I grow 80 acres of wheat every year. I do treat that for smut but I hate the job—makes me about half sick, breathing so much dust."

"That's where *New Improved Ceresan* shines. Of course, if you apply it with a scoop shovel, you're bound to stir up a little dust, but if you use a seed treater, there isn't any dust in the air."

"There isn't? Why not? When I open my seed treater to dump the wheat, there's an awful cloud of dust comes out."

"Sure, that's because you use 2 to 4 ounces of dust per bushel. With *New Improved Ceresan* you use only half an ounce, and it's made so it will stick to the seed where you want it instead of flying around in the air where you don't want it. You see each can has a measuring spoon which holds just enough dust for a bushel of grain. Just two cents worth—that's all it takes for a bushel of wheat, oats, or barley."



*New Improved Ceresan gave one farmer this increased yield of 6.9 bushels of wheat per acre*

"Say, I got to go; it's most chore time. That *New Improved Ceresan* sounds good to me. Guess it made you some money this year, didn't it?"

"You bet it did! It cost me only \$2.00 to treat all the seed for that 40 acres of oats. And then I treated the seed for my 40 acres of wheat—that cost just a trifle over \$1.00. I figure that little \$3.00 investment made me a good many extra dollars and I sure know what to do with them, Sam."

"Yes, I would, too, if I had 'em. Where did you say I could buy that *New Improved Ceresan*?"

"I got mine at the Corner Store in town."

"That's all I want to know, John, thanks."



# HERE'S WHY JOHN USES *New Improved* CERESAN

*New Improved CERESAN* generally controls stinking smut or bunt of wheat, barley covered smut and stripe, and loose and covered smuts of oats. One treatment for all three grains.

*New Improved CERESAN* is *inexpensive*, costing only  $1\frac{7}{8}$  to  $2\frac{1}{3}$  cents per bushel of seed. At current prices, it is the lowest cost dust disinfectant on the market.

*New Improved CERESAN* has many other advantages. It is a dust treatment—no wet, swollen grain to handle. When applied by the rotary treater method, there is no disagreeable dust in the air to be breathed. Rub a little of the dust between the thumb and finger and you will understand from its smoothness why it does not reduce the planting rate. And for the same reason it can't cake or clog in the drill or cause excessive wear or drill breakage. In the absence of a regular seed treater, it can be applied with a scoop shovel. The measuring spoon in each can helps to avoid guesswork and wasting of the dust.

*New Improved CERESAN* usually improves the stand and yield of grain. In 11 farm tests in Illinois on 7 varieties of oats, *New Improved Ceresan* treated seed gave nearly 11 per cent better stand than the untreated seed. In these and other tests, the treated seed out-yielded the untreated by 2.84 bushels per acre, or nearly 10 per cent.

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*Do You Grow Barley?* In 6 tests on 4 varieties of barley in Illinois, the average increase in stand was nearly 12 per cent. Yield data on most of these tests are not available because of chinch bug damage during 1933, but a 12 per cent increase in stand surely meant a larger yield of barley.

*And Wheat!* Most treatments for wheat are satisfied to control stinking smut. But *New Improved Ceresan* calls that only half the job. In 14 tests on spring wheat in Minnesota and North Dakota, *New Improved Ceresan* increased the stand over 6 per cent. Naturally, you would expect a treatment like that to increase the yield—and it did! The increases in yield in these tests ran as high as  $2\frac{1}{2}$  bushels of wheat per acre. The average was more than one bushel per acre.



# TESTS PROVE IT PAYS

Even though your seed is free from smut, it will pay you to treat it with *New Improved Ceresan*. The tests reported below prove it. The seed oats and wheat used in these tests were clean or nearly clean (smut-free). Note how often the seed treated with *New Improved Ceresan* out-yielded the same seed untreated.

## Results of Farm Tests on Oats

Initials of Grower	Location of Test	Bu. per A. Treated	Bu. per A. Untreated	Increase Bu. per A.
C. P.	McLean Co., Ill.....	28.84	22.07	6.77
R. K.	Livingston Co., Ill.....	22.99	17.65	5.34
P. H.	McLean Co., Ill.....	24.12	20.94	3.18
H. L.	Woodford Co., Ill.....	27.59	25.37	2.22
C. P.	McLean Co., Ill.....	18.30	17.89	.41
J. W.	De Witt Co., Ill.....	20.81	18.27	2.54
W. B.	Polk Co., Minn.....	48.30	45.62	2.68
A. R.	Polk Co., Minn.....	90.95	83.34	7.61
A. S.	Polk Co., Minn.....	29.72	30.70	— .98
H. S.	Polk Co., Minn.....	37.05	35.65	1.40
E. T.	Grand Forks Co., N. D..	15.77	15.50	.27
O. R.	Grand Forks Co., N. D..	37.81	35.17	2.64
Average for all tests .....		33.52	30.68	2.84

Smut control plus nearly 3 extra bushels of oats per acre! And at a cost of less than 5 cents! How much extra would that add to your next oats crop?

## Results of Farm Tests on Wheat

Initials of Grower	Location of Test	Bu. per A. Treated	Bu. per A. Untreated	Increase Bu. per A.
W. B.	Polk Co., Minn.....	36.88	34.60	2.28
W. B.	Polk Co., Minn.....	31.19	29.97	1.22
H. S.	Polk Co., Minn.....	24.54	23.73	.81
H. S.	Polk Co., Minn.....	25.27	23.62	1.65
A. S.	Polk Co., Minn.....	15.31	14.88	.43
A. S.	Polk Co., Minn.....	17.46	17.24	.22
A. R.	Polk Co., Minn.....	31.57	28.89	2.68
A. R.	Polk Co., Minn.....	26.84	25.86	.97
E. T.	Grand Forks Co., N. D..	19.07	17.18	1.89
E. T.	Grand Forks Co., N. D..	24.34	24.17	.17
O. R.	Grand Forks Co., N. D..	24.74	24.13	.61
O. R.	Grand Forks Co., N. D..	24.18	24.07	.11
C. B.	Grand Forks Co., N. D..	20.73	20.24	.49
C. B.	Grand Forks Co., N. D..	17.46	16.49	.97
Average for all tests .....		24.26	23.22	1.04

Even the yield from clean seed wheat was increased by an average of more than 1 bushel per acre! And it took only 3 cents worth of *New Improved Ceresan* to do it. That's why we say, "*New Improved Ceresan* does more than control smut. It frequently increases the yield, too!"



Don't try to outguess the smut. Clean or smutty—treat your seed with *New Improved Ceresan*. If the seed is smutty, the treatment usually will control the smut and increase the yield, too. If the seed is clean, *New Improved Ceresan* will often increase the yield anyway. There's nothing to be gained by guessing; play safe with *New Improved Ceresan*.

## ONE-HALF OUNCE TREATS A BUSHEL

Only one-half ounce of *New Improved Ceresan* is needed to treat a bushel of seed. *New Improved Ceresan* is quickly and easily applied as a dust by means of a rotary seed treater or by the shovel method. After treating, the seed should be stored in a pile or sacks for 24 hours before planting.



## PRICES

### *New Improved CERESAN for* **WHEAT, OATS, BARLEY**

1 lb. tin.....\$ .75

5 lb. tin..... 3.00

*One-half ounce treats one bushel*

## *Other Du Bay Seed Disinfectants*

*New Improved Semesan Jr.* for Field and Sweet Corn  
*New Improved Semesan Bel* for White and Sweet Potatoes  
*Semesan* for Vegetable and Flower Seeds and Bulbs  
 2% *Ceresan* for Cotton, Flax, Peas, Sorghums, Narcissus

Du Bay Seed Disinfectants are poisonous, and owing to present Postal Regulations cannot be mailed but must be sent by express or freight.

## **BAYER-SEMESAN COMPANY, INC.**

**Du Pont Building**

**Wilmington, Delaware**

*for Sale by*

**A. H. HOFFMAN, INC.**

**LANDISVILLE, PA.**

**Lancaster County**



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**T**HERE'S a right time for fishin'. But it's not when you're buying your Clover Seed!

Yet many seed-buyers do it. . . They go fishing around for the lowest-priced seed they can find. . . What a mistake! They take the bait that's been set for just such folks! Then they wonder what's the matter—why they don't get the catch of grass they used to get. . . why their fields show up so bare the next Spring. . . or where all the strange weeds have come from. . . These men have simply taken the wrong bait!

Just a small part of all the clover seed made is finally graded into the truly top-notch quality. All the lower grades (and there are dozens, even hundreds of them) are sold by dealers somewhere and finally sown by farmers. And of course are sold at all sorts of prices. Naturally, no dealer will say that he handles anything but the 'best' seed. And he mostly says what he *thinks* to be true. Trouble is, he actually does not *know* all the facts.

There is a way to know for sure what you are sowing. Buy Hoffman's Extra Quality Clover Seed. There will be a tag on each bag (catalog explains) showing exactly where the seed was grown—this is the United States Government's official tag. It verifies the source of your seed—absolutely. Another tag shows the actual percentage of purity, germination, and other facts about the test—for all this seed has been tested and

proven sound. And besides—you'll be buying what is truly the best seed to be had. A fact that thousands of Eastern farmers have learned by their own actual experience during these past 35 years. And, best of all, you'll buy it at very fair prices. And buying together as a club, with one or more of your friends and neighbors, you save a cash discount which brings down the cost of your seed still further!

Surely you won't go fishin' for the lowest-priced seed you can find, for you don't want to sow that kind of seed! But 'bait' for next year's hay-crop with the very best seed possible to secure — Hoffman's Extra Quality. Get the best 'catch' your money will buy (for at most it means an extra investment of not more than 10 cents or 15 cents an acre.)

Now—there's a fish story that is no joke—please note each line seriously. . . . Sow your fields this Spring with seed that you can depend upon—because—

# *Hoffman's*

HIGH QUALITY

## *Farm Seeds*

***“MAKE MONEY FOR YOU”***



# Saving on Seeds? YES!

Customer Smith figures up a Hoffman Seed order. It amounts to \$30. . . He takes off 4%—saves \$1.20. . . To him this means:

Instead of his Red Clover and Alfalfa seed costing him the quoted \$11.50 price. . . it really *cost him only \$11.04 bu.*

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Customer Jones makes up his Hoffman order. It amounts to \$120. He takes off 6%—saves \$7.20. . . And to him that means just this:

His clover and alfalfa seed has *cost him only \$10.81 bu.*

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Instead of Hoffman's Quality Seeds costing you the Price List quotations they really *costs you less.*

If you need but 1 bu. Clover seed and nothing else all year—it figures out to only \$11.27. . . 1½ bu. would figure out to \$11.15 per bu. . . 2¾ bu. would figure to \$11.04 bu. 5¼ bu. would figure to \$10.92 per bu. . . etc.

Buying ALL the seeds you need this entire year from Hoffman—and ordering other folk's seeds along with yours—both those plans will help you save more money. Because your rate of saving gets bigger as your total volume of business increases.

Hoffman's co-operative Money-Saving Plan really does save you money. . . Use it freely this year!

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A. H. HOFFMAN, Inc., Landisville, Lancaster Co., Pa.

at once that 5% of that amount would be exactly \$5. . . . But he had taken off a total of only \$4.66. Hence he got his check for the difference.

• • •  
*When farmers have once bought Hoffman's Seeds they continue buying from Hoffman year after year. . . . There must be a reason.*

# You Too Can SAVE MONEY on Your Farm Seeds This Year!

**T**HE amount of saving is up to you. Every order for \$10.00 or more means a cash saving at once. Read this schedule of savings in accordance with Hoffman's Co-operative Money Saving Plan. Ask your friends and neighbors to pool their orders with you. That's the way for everybody to save money. The larger the order the more you save, and you take off that saving when you send in the order.

We keep careful records of every order you send us. At the end of our year (Oct. 31, 1934), we'll add up your year's total purchases. . . . Then we'll see what per cent of saving applies to that total, whatever it is. And we'll multiply your year's total by that rate. And then we'll add up the amount of the savings you had taken off as you had ordered. And then you'll get a settlement from us for any extra amount of saving that you have not already gotten.

Again we say the amount you save is up to you. One way to save more money . . . and to make the amount as big as possible . . . *is to buy all your seeds from Hoffman this year.* You will be surprised how all these various amounts pile up.

Another way is to get your friends, neighbors and relations to order with you. Don't forget, *the bigger your order, the bigger your savings . . . and the more you get at the end of the year.*

How would you like to make the savings that other men have made? Send in your order now . . . and "order more in '34!"

• • •  
*When a concern is in the seed business for more than 1/3 of a century, does it not stand to reason that they have learned many valuable things which they in turn pass on to their farmer friends? If it were possible to get better seeds Hoffman would get them.*





# SAVE MONEY on your FARM SEEDS THIS YEAR, as thousands did LAST YEAR— through HOFFMAN'S MONEY SAVING PLAN...

## Every year

we have been asked . . . time and time again . . . how friends and neighbors can club together so as to save money on HOFFMAN'S QUALITY FARM SEEDS.

That is the reason for the MONEY SAVING PLAN and this is how it works.

If you want to save money on your farm seeds during the coming year, send in your order with the orders of your friends and neighbors. . . . In other words, club together . . . so that you will be buying seeds on a quantity basis and in this way will be able to buy at a better price than you would otherwise.

Read what others saved. Think of how much you can save, too. Every order for seeds from \$10.00 up receives a discount . . . it entitles you to a saving. The larger the order the more you save. For instance, if you were to buy \$15.00 worth of seed for yourself during the coming year, you take off 3% or 45c. On the other hand, if you got five neighbors to buy \$15.00 worth of seeds each, the total of that order that you would send in would be six times \$15.00 or \$90.00. This would entitle you to a saving of 5% on \$90.00 or \$4.50 or 75c each. In other words, the more you buy the more you save. COULD ANYTHING BE EASIER OR SIMPLER THAN THAT?

Suppose, however, that you generally buy \$100.00 worth of seed. Why not get your friends and neighbors to buy with you . . . and suppose that five of them will also buy \$100.00 worth of seed. That would make a total of \$600.00 worth of seed. And on \$600.00 worth of seed you would save \$48.00. This would entitle each one of you to a saving of \$8.00. Whereas if you sent your order in by itself you would be entitled to a saving of 5% or \$5.00. Here again the larger the order the more you save.

You can easily save something on every order of seed over \$10.00. In these days, when every dollar counts, you certainly should take advantage of this opportunity.

HOFFMAN'S QUALITY SEEDS have been the choice of successful farmers for 35 years.

Buy ALL your Seeds  
from Hoffman and you will be surprised how these savings PILE UP  
during the year.

You can save larger  
amounts if you and your neighbors  
will buy your seeds together from  
Hoffman.

**A. H. HOFFMAN, Inc.**

LANDISVILLE

LANCASTER COUNTY, PA.

Here is what  
you save . . .

(Regular Price List Quotations Govern All  
These Savings)

On Orders for \$10.00 to \$14.99 You take off 2%  
On Orders for 15.00 to 29.99 You take off 3%  
On Orders for 30.00 to 59.99 You take off 4%  
On Orders for 60.00 to 119.99 You take off 5%  
On Orders for 120.00 to 239.99 You take off 6%  
On Orders for 240.00 to 419.99 You take off 7%  
On Orders for 420.00 to 649.99 You take off 8%  
On Orders for 650.00 and over You take off 9%

Because you may not need much seed on your farm—is exactly why this Plan will help you. . . . Get your friends and neighbors to buy with you. . . . The more you buy—the greater your savings!

Another thing to remember about HOFFMAN'S MONEY SAVING PLAN is that every order that you send in during 1934 is credited to your account. You get a substantial discount on each order. . . . Finally your whole year's purchases are totaled. A discount on that total has thus been earned by you . . . and if you have not already taken off total discounts, equal to that amount, check for difference will be mailed you. YOU CAN EASILY SEE HOW IT WILL PAY YOU AND YOUR NEIGHBORS TO BUY TOGETHER. Be sure that you buy all your seeds during 1934 from HOFFMAN'S.

## 10 True Stories

Read these 10 True Stories . . . we have hundreds more just like them in our files. You should see all the letters and photographs that we have received from successful farmers who use Hoffman's Quality Farm Seeds.

Each and every one of these letters is true. They have been copied from our book records of 1933. Many thousands of other folks made cash savings ranging all the way from 20c to many, many dollars.

Many of our farmer friends who buy their farm seeds from us have been on our books for 20 years or more. We have instances where the son, the father and the grandfather, 3 generations of farmers, have bought from us. What does this mean to you? Certainly you must realize that Hoffman's Seeds must be worth real money because they make better crops.

Cheap seeds are always cheap seeds. They can never be anything else. That's why it is a costly mistake to spend time and money cultivating land only to plant it with cheap, poor, inferior, unclean seed.

Say to yourself, "I want to make money just like these men make money. I am going to use Hoffman's Quality Farm Seeds from now on."





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# Each and every one of these reports is true . . .

They have been copied exactly from our book records of 1933. . . . To print the names of these men would not be fair and just to them. . . . But these are absolutely genuine facts and records.

Join this great throng this year. Whatever your savings were last year we urge you to "make it more in '34!"

## Saved \$12.32

(Washingtonville, N. Y.)

Date of Order	Cost of Seeds Ordered	Rate of Saving	Amount of Saving	Net Amt. Sent With Order
Apr. 4, 1933	\$112.00	5%	\$5.60	\$106.40
May 12, 1933	8.75	0	.00	8.75
Sept. 7, 1933	84.59	5%	4.23	80.36
	<hr/> \$205.34		<hr/> \$9.83	

This man's total year's business of \$205.34 entitled him to a rate of saving of 6% (see schedule last page). And 6% of \$205.34 is \$12.32.

Because \$9.83 had already been taken off as his orders were sent in, the difference due this man was (\$12.32 minus \$9.83) \$2.49. . . . So on November 1, 1933, he was sent a check for the extra \$2.49. . . . His total savings—\$12.32.

## Saved \$10.44

(Staunton, Virginia)

This customer needed only one kind of seed last year . . . Alfalfa. . . . So did one of his neighbors. . . . They pooled their orders, and together required 14½ bushels. They decided upon Hoffman's hardy Northwest Seed. It cost them \$12 per bushel, or \$175. . . . They deducted 6%, or \$10.44—sending us \$163.56. They had saved just 72c per bushel on their seed!

## Saved \$228.31

(Northern Pennsylvania)

This customer quickly saw the benefit of the Hoffman Money Saving Plan. . . . He got busy among his friends. He took the orders of many folks of his community. When the year was up the orders he had sent us totaled \$2,536.77. . . . He had saved 9%—or \$228.31.

Doesn't this man's activity and success suggest something to you? We'll be mighty glad to have you do the same thing this year. In fact, we'll be glad to see you beat this total—and "make it more in '34!"

• • •  
*The most up-to-date farm . . . and the most successful farm in the community is, as a rule, owned by a farmer who uses Hoffman's Quality Farm Seeds.*  
• • •

## Saved \$3.41

(Suffield, Conn.)

His first order, April 14th, amounted to \$65.95. . . . So he took off 5%—or \$3.30—sending us the difference.

His next order came on May 22, and was for \$2.20.

That's all he bought during the year. . . . So on November 1st, his record was gone over, and because he had a total business of \$68.15, and had only taken off his saving on the first \$65.95 of it—and not on the

balance . . . we still owed him 5% of that balance. . . . So he received a check for 5% of \$2.20, or 11c. . . . True, it wasn't a big amount but it belonged to him—so he got it.



*Why should you, as a farmer, with your many cares and worries, bother about selecting farm seeds when Hoffman can do it for you so much easier and better?*



## Saved \$65.62

For himself and a group of his fellow-farmers  
(Schuylkill Co., Pa.)

Because he collected the seed orders of several of his neighbors and sent them along with his own order—his volume added up to a total of \$729.11 . . . and the saving on that amount at 9% figured up to \$65.62. . . . Certainly worth while—wasn't it?

Hoffman's Co-operative Money Saving Plan will save you just as much as you will let it. . . . As your year's total gets bigger the savings count faster—because the rate on each dollar gets higher! Let it help you to the limit this year!

## Saved \$17.96

(New Brunswick, N. J.)

Date of Order	Cost of Seeds Ordered	Rate of Saving	Amount of Saving	Net Amt. Sent With Order
Mar. 23, 1933	\$ 62.10	5%	\$ 3.10	\$59.00
May 2, 1933	2.45	0	.00	2.45
June 10, 1933	57.00	4%	2.28	54.72
Aug. 5, 1933	61.50	5%	3.08	58.42
Sept. 14, 1933	73.50	5%	3.67	69.83
	<hr/> \$256.55		<hr/> \$12.13	

Because this man bought \$256.55 last year, he was entitled to 7% saving (see schedule last page).... 7% of that amount is \$17.96.

Since this man had taken off but \$12.13 as he sent in his various orders, there was still due him (\$17.96 less \$12.13) \$5.83. . . . So he received a check for that extra amount on November 1, 1933. . . . His total savings for the year \$17.96.

## Saved \$7.72

(Wilmington, Del.)

This man's March (1933) order was for \$93.70. . . . On it he at once saved \$4.69 (5%). . . . In October he ordered \$35.00, saving \$1.40 (4%) on it.

Adding both purchases, he had bought a year's total of \$128.70, which entitled him to a saving of 6%, or \$7.72. . . . So on November 1st he received a check of \$1.63, to square up his account for the year. Because he had taken off only \$4.69 and \$1.40 as he ordered—and had this extra \$1.63 coming to him.

## Saved \$20.29

(Baltimore Co., Md.)

His first (March 14th) order was for \$237.41. (He saved \$14.24 on it.) His next (August 30th) was for \$52.50. (He saved \$2.60 on it.) His total business for the year was \$289.91—which entitled him to a saving of 7%—or \$20.29.

So, because he had taken off only \$16.84 as he had sent in each of his orders, there was still due him the difference between \$20.29 and \$16.84. . . . Therefore, on November 1st he received a check for \$3.45 in settlement.

• • •

*Carloads of seeds are frequently rejected because they do not come up to Hoffman's exacting standards of quality. Think of what happens when someone else buys that rejected seed and frequently sells them a little cheaper. Avoid the danger of poor crops and troublesome weeds by getting Hoffman's Quality Farm Seeds.*

• • •

## Saved \$5.00

(Shepherdstown, W. Va.)

On March 30th this man ordered \$15.75 worth of seeds, taking off a 3% saving, or 45c. . . . August 30th he ordered \$84.25 worth, taking off 5% of that amount, or \$4.21.

On November 1st, when his year's record was audited, he received a check for 34c. Because his year's total business was exactly \$100. . . . You see



at once that 5% of that amount would be exactly \$5. . . . But he had taken off a total of only \$4.66. Hence he got his check for the difference.

• • •  
*When farmers have once bought Hoffman's Seeds they continue buying from Hoffman year after year. . . . There must be a reason.*

# You Too Can SAVE MONEY on Your Farm Seeds This Year!

**T**HE amount of saving is up to you. Every order for \$10.00 or more means a cash saving at once. Read this schedule of savings in accordance with Hoffman's Co-operative Money Saving Plan. Ask your friends and neighbors to pool their orders with you. That's the way for everybody to save money. The larger the order the more you save, and you take off that saving when you send in the order.

We keep careful records of every order you send us. At the end of our year (Oct. 31, 1934), we'll add up your year's total purchases. . . . Then we'll see what per cent of saving applies to that total, whatever it is. And we'll multiply your year's total by that rate. And then we'll add up the amount of the savings you had taken off as you had ordered. And then you'll get a settlement from us for any extra amount of saving that you have not already gotten.

Again we say the amount you save is up to you. One way to save more money . . . and to make the amount as big as possible . . . *is to buy all your seeds from Hoffman this year.* You will be surprised how all these various amounts pile up.

Another way is to get your friends, neighbors and relations to order with you. Don't forget, *the bigger your order, the bigger your savings . . . and the more you get at the end of the year.*

How would you like to make the savings that other men have made? Send in your order now . . . and "order more in '34!"

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*When a concern is in the seed business for more than 1/3 of a century, does it not stand to reason that they have learned many valuable things which they in turn pass on to their farmer friends? If it were possible to get better seeds Hoffman would get them.*